

Paid advertising (PPC) Case study

Client: CryoBanks India (www.CryoBanksIndia.com)

Business: Stem cell banking

Targeted search engine: Google, India

Challenge: Not getting required number of business leads and traffic to website was less, although they were running PPC campaign with a good budget.

Goals: Increase the conversion rate without affecting the overall marketing budget and improve RoI for online marketing.

Starting date: 01.06.2009

Initial Status:

March 2009 - May 2009:

2731	0.13%	Rs. 25,731	43	Rs. 598.39	1.57%
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Our Approach:

The main reason for poor performance of the campaign was its poor structuring. Search value modified the overall campaign through strategic planning and execution. Steps in the process included:

- Creation of highly themed ad groups
- Optimization of landing page for better conversion
- Accurate implementation of conversion tracking code
- Identification non performing, low CTR and low quality score keywords
- A/B testing for further optimization of landing page

Transitional status of campaign:

Within 3 months of restricting the campaign the PPC performance saw a substantial increase in the number of leads and website traffic.

June 2009 - August 2009 status:

3742	0.13%	Rs. 28,076.59	180	Rs. 155.98	4.81%
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Since June 2009 Ankit is successfully running the campaign and overall stats are as follows:

June 2009 - September 2010 status (Overall):

86086	0.16%	Rs. 669,806.14	1762	Rs. 380.10	2.05%
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Summary:

Ankit achieved the promised goals with substantial increase in number of conversions within provided budget. Since then PPC campaign has been generating around 300 leads per month for them.